ABSTRACT

A method for generating a recommendation is provided. The method includes the steps of: receiving at least one of a negative and positive example from one or more other users; and determining a recommendation for a user based on at least one of the negative and positive examples. The method can further include the step of generating a user profile for the user based on previous behavior of the user, in which case the determining step can include determining the recommendation based on the negative example and the user profile. The determining step can also include the step of determining the recommendation based on both of the negative and positive examples.